

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Original) A beauty care method, comprising:
obtaining first information representative of an external body condition of a subject;
obtaining second information representative of the external body condition of the subject
after the subject uses a beauty product;
facilitating storage of information reflecting the subject's usage of the beauty product;
and
enabling the subject to view the first information, the second information, and at least
part of the stored information.
2. (Original) The method of claim 1, wherein at least one of the first information
and the second information is an image of the external body condition.
3. (Original) The method of claim 1, wherein each of the first information and
the second information includes an image of the external body condition.
4. (Original) The method of claim 1, conducted in a network environment,
wherein obtaining the first information and obtaining the second information occurs over a
network and at a location remote from the subject.

5. (Original) A beauty care method, comprising:
- providing information about beauty products;
 - facilitating electronic capture of a first image of an external body condition of a subject;
 - encouraging the subject to use at least one of the beauty products;
 - facilitating, after the subject has used the at least one beauty product, electronic capture of a second image of the external body condition of the subject, wherein capture of at least one of the first and second images occurs at a beauty facility;
 - facilitating capture and storage of information reflecting usage of at least one of the beauty products by the subject, the usage occurring on at least one occasion between capture of the first image and capture of the second image; and
 - enabling the subject to view the first image, the second image, and the stored information on a display device, to thereby visually observe changes that occurred between times when the first and second images were captured.
6. (Original) The method of claim 5, wherein providing information about beauty products includes at least one of offering beauty products for sale directly to consumers, offering beauty products for sale to consumers via a retail sales establishment, and offering beauty products through beauty facilities.
7. (Original) The method of claim 5, wherein the beauty facility is at least one of a hair salon, a spa, or another establishment providing beauty services.

8. (Original) The method of claim 5, wherein the beauty products include at least one of moisturizer, anti-aging product, anti-wrinkle product, hair coloring, elasticity enhancing product, and cosmetic products.

9. (Original) The method of claim 5, wherein the at least one beauty products includes at least one service including hair styling, hair cutting, hair coloring, hair removal, skin treatment and make-up application.

10. (Original) The method of claim 5, wherein enabling electronic capture of at least one of the first and second first images includes providing the beauty facility with least one of software, an image capture device and directions for capturing images.

11. (Original) The method of claim 5, wherein enabling electronic capture of at least one of the first and second first images includes providing access, via a network, to image capture and management software.

12. (Original) The method of claim 5, wherein the external body condition is a skin condition of the subject's face.

13. (Original) The method of claim 5, wherein encouraging the subject to use at least one of the beauty products includes providing to the beauty facility directions for prescribing at least one of the beauty products.

14. (Original) The method of claim 13, wherein the directions are contained within software and wherein the software is configured to cause a prescription to be displayed to the subject on the display in the beauty facility.

15. (Original) The method of claim 5, further comprising enabling simultaneous display to the subject of the first and second images, and enabling the subject to identify differences between the first and second images.

16. (Original) The method of claim 5, wherein encouraging the subject to use at least one of the beauty products includes prescribing at least one beauty product to the subject as a function of detected differences between the first and second images.

17. (Original) The method of claim 12, wherein the differences are electronically ascertained using an image processing comparison between the first and second images.

18. (Original) The method of claim 12, wherein the subject is encouraged to auto-evaluate the first and second images to thereby detect differences.

19. (Original) The method of claim 5, wherein enabling electronic image capture includes providing a driver for an electronic image capture device.

20. (Original) The method of claim 15, wherein the electronic image capture device is at least one of a digital still camera, a digital video camera, a scanner, and a web cam.

21. (Original) The method of claim 5, implemented through cooperation between a beauty product distributor and at least one beauty facility, wherein the distributor encourages consumers to visit the at least one beauty facility, and enables the beauty facility to access software for capturing and recording at the beauty facility at least one of the first and second images.

22. (Original) The method of claim 5, implemented through cooperation between a beauty product distributor and at least one beauty facility, wherein the distributor enables the beauty facility to access software for capturing and recording at the beauty facility at least one of the first and second images, and wherein the distributor provides to the beauty facility at least one of the beauty products.

23. (Original) The method of claims 21 or 22, wherein the distributor is at least one of a manufacturer, reseller, and wholesaler of at least one of the beauty products.

24. (Original) The method of claim 23, wherein the distributor also provides to the beauty facility recordable media, chosen from at least one of magnetic storage media, optical disc media, flash memory devices, or other tangible media upon which computer readable information may be recorded, the recordable media for use in storing the first and second images and the information about use.

25. (Original) The method of claim 24, wherein the recordable media includes a visible marking identifying at least the distributor.

26. (Original) The method of claim 24 or 25, wherein the recordable media includes marking identifying the beauty facility.
27. (Original) The method of claim 5, further comprising enabling the subject to view the first and second images at locations remote from the beauty facility.
28. (Original) The method of claim 5, further comprising enabling the beauty facility to store the first image on recordable media, and encouraging the beauty facility to recommend to the subject that the subject capture and store the second image on the recordable media at a location remote from the beauty facility.
29. (Original) The method of claim 5, further comprising enabling the beauty facility to store the first image on recordable media, and encouraging the beauty facility to recommend to the subject that the subject return to the beauty facility for capture and storage of the second image on the recordable media.
30. (Original) The method of claim 5, conducted in a network environment, wherein at least some processing functions occur at a location remote from the beauty facility.

31. (Original) A method of recording beauty information, the method comprising:

- capturing, through a beauty facility, at least a first image of an external condition of a subject;
- establishing a subject record, the record including the first image;
- prescribing a cosmetic product to the subject for treating the external condition;
- capturing, through the beauty facility, at least a second image of the external condition of the subject, the second image being captured after the first image is captured;
- associating the at least one second image with the subject record; and
- providing the subject with viewing access to the subject record.

32. (Currently amended) A method of selling cosmetic products, the method comprising:

- providing a beauty facility with technology for capturing external body condition images of a customer;
- distributing at least one cosmetic product to the beauty facility;
- instructing the beauty facility to capture images of the external body condition before and after application of the at least one cosmetic product;
- instructing ~~to~~ the beauty facility to display to the customer the before and after images so that the customer may be provided with a visual indication of progress.

33. (Original) The method of claim 32, wherein instructing the beauty facility to capture images includes instructing the beauty facility on how to record images on a transportable medium.

34. (Original) The method of claim 32 or 33, further comprising providing the customer with software that enables the customer to view the images at a location remote from the beauty facility.

35. (Original) The method of claim 34, wherein providing the customer with software, includes providing the customer with access to a web site through which the images are viewable.

36. (Original) The method of claim 34, wherein providing the customer with software includes distributing the software to the customer through the beauty facility.

37. (Original) The method of claim 32, further comprising enabling the customer to capture images to the transportable medium at a location remote from the beauty facility.

38. (Original) The method of claim 37, further comprising enabling the customer to associate with each image a record of a beauty product used before each image is recorded.

39. (Currently amended) A beauty analysis method, comprising:
enabling a subject to record personal beauty information on a transportable medium;
enabling a plurality of beauty facilities to read the information on the transportable medium, and to update the information when the subject visits one or more of the plurality of beauty facilities; and
enabling the personal information to be updated by the subject at a location remote from a beauty facility.
40. (Original) The method of claim 39, wherein the remote update is enabled, at least in part, by information exchanges initiated by the subject over an electronic network.
41. (Original) The method of claim 39, wherein the personal beauty information includes images of portions of the subjects' body.
42. (Original) The method of claim 39, wherein the transportable medium includes at least one of magnetic storage medium, optical disc, flash memory devices, or other tangible media upon which information may be recorded.
43. (Original) The method of claim 39, wherein the personal information stored on the transportable medium include time lapse images of portions of the subject's body, and wherein the subject is enabled to auto-evaluate visible changes over time, and to record the auto-evaluated visible changes on the transportable media

44. (Original) A beauty analysis method, comprising:
- enabling a beauty facility to record on transportable medium personal beauty information about a subject;
 - enabling the subject to access, at a location remote from the beauty facility, the personal beauty information;
 - enabling the subject to update, at a location remote from the beauty facility, the personal beauty information; and
 - enabling the subject to compare, at a location remote from the beauty facility, the accessed personal beauty information and the updated personal beauty information.

45. (Original) A beauty tracking method, comprising:

enabling an individual to record in a data structure information about the individual's cosmetic product usage;

enabling the individual to record in the data structure personal information, other than the cosmetic product usage information, the personal information including at least one of lifestyle information, information about physical characteristics of the individual, fashion preferences, area of residence, vacation patterns, and climate and weather conditions at areas of vacation and residence;

enabling an individual to update in the data structure cosmetic product usage information and personal information;

enabling the data structure to maintain a historical record of at least some of the recorded cosmetic product usage information and personal information; and causing at least one product to be recommended to the individual, wherein the at least one product recommendation is generated using at least a portion of the historical record.

46. (Original) A beauty advisory method, comprising:

enabling a subject to record in a data structure information about the subject's cosmetic product usage and about the subject's lifestyle;

comparing the recorded information with a database of information on cosmetic usage and lifestyles of a plurality of individuals;

determining whether the subject's cosmetic usage is consistent with the cosmetic usage and lifestyles of a trend of use by at least some of the plurality of individuals; and

causing, when the subject's cosmetic usage is inconsistent with the cosmetic usage of individual's with lifestyles similar to the subject's lifestyle, at least one product to be recommended to the subject.

47. (Original) The method of claim 46, further comprising enabling the subject to record personal information about the subject's physical characteristics, and wherein the caused at least one product recommendation is a function of the subject's lifestyle and physical information.

48. (Original) A beauty tracking method, comprising:

- offering for sale beauty products;
- facilitating electronic capture of a first image of an external body condition of a subject;
- encouraging the subject to use at least one of the beauty products;
- facilitating, after the subject has used the at least one cosmetic product, electronic capture of a second image of the external body condition of the subject, wherein capture of at least one of the first and second images occurs at a beauty facility;
- facilitating capture and storage of information reflecting usage of at least one of the cosmetic products by the subject, the usage occurring on at least one occasion between capture of the first image and capture of the second image; and enabling the subject to view the first image, the second image, and the stored information on a display device, to thereby visually observe changes that occurred between times when the first and second images were captured.

49. (Currently amended) A method for encouraging use of a beauty product, the method comprising:

- providing information about beauty products;
- providing instructions for storage of first information relating to an external body condition of a subject in a first time frame;
- providing instructions for storage of second information relating to an external body condition of a subject in a second time frame;
- analyzing the first and second information to determine an ~~extend~~ extent of differences that occurred in the body condition between the first and second time frames; and
- prescribing at least one beauty product based on the extent of determined differences.

50. (Original) A method of recording beauty information, the method comprising:
- providing information about beauty care;
 - providing instructions for storage of first information relating to an external body condition of a subject in a first time frame;
 - providing instructions for storage of second information relating to an external body condition of a subject in a second time frame;
 - providing instructions for storage of third information relating to behavior of a subject between the first and second time frames; and
 - establishing a subject record, the record including the first, second and third information, wherein the subject is enabled to maintain control of the subject record.
51. (Original) The method of claim 50, wherein the subject is enabled to maintain control through the use of software that stores the record at a location with access controlled by the subject.
52. (Original) The method of claim 51, wherein the location is a portable information storage medium.
53. (New) The method of claim 1, further comprising presenting to the subject at least one depiction of data quantifying an effectiveness of the beauty product based on the first information, the second information, and at least part of the stored information.

54. (New) The method of claim 5, further comprising processing the first and second images of the external body condition of the subject to accentuate differences between the images.

55. (New) The method of claim 5, further comprising:
processing the first and second images of the external body condition of the subject to detect differences between said images; and
providing advice to a subject based on the detected differences and based on personal information associated with the subject.

56. (New) The method of claim 5, further comprising:
determining a probable cause of a difference between the first and second images of the external body condition using personal information associated with the subject; and
presenting to the subject the determined probable cause along with preventative measures.

57. (New) The method of claim 32, wherein instructing the beauty facility to capture images of the external body condition before and after application of the at least one cosmetic product includes instructing the beauty facility to capture and store information reflecting a nature of the application of the at least one cosmetic product.

58. (New) The method of claim 39, wherein enabling a subject to record personal beauty information on a transportable medium includes enabling a subject to record, on the transportable medium, personal beauty information relating to beauty habits of the subject.

59. (New) The method of claim 44, wherein enabling a beauty facility to record on transportable medium personal beauty information about a subject includes enabling a beauty facility to record on transportable medium personal beauty information relating to beauty habits of the subject.

60. (New) The method of claim 49, wherein prescribing at least one beauty product comprises prescribing at least one beauty product based on the extent of determined differences and personal information associated with the subject.

61. (New) The method of claim 60, further comprising determining a probable cause of the differences using personal information associated with subject.